Reginald Fessenden (pg.642) – a Canadian scientist. His significance was that he created the radio.

Vannevar Bush (pg.643) – a leading researcher at MIT of creating the first analog computer. Importance was that he helped made the first computer which allowed other people to add to the design; improving it.

Gregor Mendel (pg.643) – a Catholic monk who performed experiments on the hybridization of vegetables. Importance was that he would pave the path for modern genetic research.

Trade associations (pg.643) – a national organization created by various members of an industry to encourage coordination in production and marketing techniques. The importance was that it helped to try and find a way so that the economy will stabilize and that collapses of the economy would not happen again.

“Welfare Capitalism” (pg.643) – paternal techniques in industries/work places that provided workers with more comfortable conditions and better pay/benefits. Importance was an attempt to avoid labor unrest and increase the power of independent trade unions.

“Pink-collar jobs” (pg.644) – low paying service occupations. Importance was that most women had occupied these jobs.

The Brotherhood of Sleeping Car Porters (pg.645) – an African American labor union, founded by A. Philip Randolph. Importance was that this union had won some major gains for the members in this union, such as better pay.

The “American Plan” (pg.645) – the crusade for the open shop (a shop where no worker could be required to join a union). Importance was an effort to weaken unions’ powers.

“Parity” (pg.646) – a complicated formula for setting an adequate price for farm goods and ensuring that farmers would earn back at least their production costs. Importance was that the McNary-Haugen bill was created to do that but had been vetoed twice by President Coolidge.

Consumerism (pg.647) - advocacy of a high rate of consumption and spending as a basis for a sound economy (or basically a large percentage of buying goods over production). Importance was that this was the type of society that America had started to become.

*The Man Nobody Knows* (pg.648) – a novel created by Bruce Barton; was also a best-seller. Importance was that this showed how advertising could be used effectively.

Mass-Circulation Magazines (pg.648) – some examples are *The Saturday Evening*, *The Reader’s Digest*, etc. Importance was that these magazines were cheap and allowed the news to be put into a brief and lively medium.

Hollywood (pg.648) – an area in California, often where movies are created. Importance was that due to a scandal in 1912 here, the film industry had introduced “standards” for films.

Harry Emerson Fosdick (pg.650) – the pastor of Riverside Church in NY. Importance was that he created *Abundant Religion,* where he argued that Christianity would “furnish an inward spiritual dynamic for radiant and triumphant living”.

John B. Watson (pg.650) -